



April 4, 2012

Via Electronic Comment Filing System

Marlene H. Dortch, Secretary
Federal Communications Commission
445 Twelfth Street, SW
Washington, DC 20554

Re: *Written ex parte presentation, ET Docket No. 10-235*

Dear Ms. Dortch:

On April 4, 2012, Jonathan Spalter, Chairman of Mobile Future, sent the attached letter to Ruth Milkman, head of the Incentive Auction Task Force, to encourage the FCC to move swiftly and responsibly to implement incentive auction authority and free up more spectrum for mobile services. A copy of the letter, which includes a recently released infographic produced by Mobile Future highlighting the exploding demand for wireless services and the urgent need for additional spectrum to allow for continued mobile innovation, was also sent to the following FCC staff: Robert Alderfer, Jessica Almond, Angela Giancarlo, Josh Gottheimer, Jane Jackson, Rick Kaplan, Zachary Katz, Julius Knapp, Bill Lake, John Leibovitz, Charles Mathias, Paul Murray, Louis Peraertz, Tom Peters, James Schlichting, Austin Schlick, Henning Schulzrinne, Marius Schwartz, Susan Singer, Brett Tarnutzer, and Melissa Tye.

Pursuant to Section 1.1206 of the Commission's rules, a copy of this letter is being filed via ECFS with your office. Please do not hesitate to contact the undersigned with any questions.

Respectfully submitted,

/s/ Jonathan Spalter

Jonathan Spalter, Chairman
Allison Remsen, Executive Director
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April 4, 2012

Ms. Ruth Milkman
Incentive Auction Task Force
Federal Communications Commission
445 Twelfth Street, SW
Washington, DC 20554

Dear Ms. Milkman:

The mobile innovation community appreciates the challenging yet vital effort needed to move forward with an incentive auction to reallocate TV broadcast spectrum for mobile wireless use. The newly formed Incentive Auction Task Force, under your leadership, represents a significant commitment to achieving this goal. The need for more wireless spectrum has never been greater, and Mobile Future applauds the work of the FCC staff, led by Chairman Julius Genachowski, to advance the National Broadband Plan's spectrum initiative and empower a mobile broadband revolution that will create much-needed jobs and advance innovation throughout the U.S. economy.

The FCC's data show a spectrum crunch on the horizon as early as next year. There is a sense of urgency among the mobile innovation community to ensure that we have enough spectrum to meet growing consumer demand, and the nation's economic goals; particularly in a vibrant wireless ecosystem in which American consumers increasingly expect fast speeds and access to streaming video, audio, and millions of available apps. As countless new devices connect wirelessly, the need for spectrum only will increase. This staggering growth in demand means that without more spectrum, wireless users will experience longer download times, higher costs, and increasingly congested networks. The rapid implementation of an incentive auction for TV broadcast spectrum is a much-needed step to ensuring further growth, innovation, and opportunities in the wireless arena.

For your information, Mobile Future has compiled some new statistics in the attached infographic that help illustrate the significant growth in mobile data usage as well as the potential impact on wireless consumers if action is not taken soon.

We appreciate your leadership on and commitment to this critically important initiative and hope the Incentive Auction Task Force and the FCC will move quickly and with a clear purpose to conduct an incentive auction to free up more spectrum for wireless broadband. Please let us know if we can be a resource as you move forward. A copy of this letter is being filed in ET Docket No. 10-235 via ECFS.

Sincerely,

A handwritten signature in black ink, appearing to read "Jonathan Spalter", with a stylized flourish at the end.

Jonathan Spalter, Chairman

Mobile Future
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Suite 600
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CC: Robert Alderfer, Chief Data Officer, FCC Wireless Bureau
Jessica Almond, Chief of Staff & Legal Advisor, FCC Wireless Bureau
Angela Giancarlo, Chief of Staff and Senior Legal Advisor, Wireless & International, FCC
Commissioner McDowell
Josh Gottheimer, Senior Counselor, FCC Chairman Genachowski
Jane Jackson, Associate Bureau Chief, FCC Wireless Bureau
Rick Kaplan, Bureau Chief, FCC Wireless Bureau
Zachary Katz, Chief of Staff, FCC Chairman Genachowski
Julius Knapp, Chief Engineer, FCC Office of Engineering and Technology
Bill Lake, Bureau Chief, FCC Media Bureau
John Leibovitz, Deputy Bureau Chief, FCC Wireless Bureau
Charles Mathias, Senior Counsel and Legal Advisor, FCC Chairman Genachowski
Paul Murray, Assistant Bureau Chief & Chief Counsel, FCC Wireless Bureau
Louis Peraertz, Legal Advisor, Wireless, International, & Public Safety, FCC Commissioner
Clyburn
Tom Peters, Chief Engineer, FCC Wireless Bureau
James Schlichting, Senior Deputy Bureau Chief, FCC Wireless Bureau
Austin Schlick, General Counsel, FCC
Henning Schulzrinne, FCC Chief Technology Officer
Marius Schwartz, FCC Chief Economist
Susan Singer, Chief Economist, FCC Wireless Bureau
Brett Tarnutzer, Program Manager, FCC Wireless Bureau
Melissa Tye, Legal Advisor, FCC Wireless Bureau

MOBILE DATA GROWTH and WHAT IT MEANS FOR YOU



*Mobile data demand will exceed available capacity
by 2013 and will reach a deficit by 2014.*

—Federal Communications Commission

MOBILE DATA RUNS ON SPECTRUM

spec • trum (spek - truhm), n., pl. •tra. 1. It is the invisible infrastructure that makes our mobile technology work and drives our modern lives. Without adequate spectrum our smartphones and tablets are powerless.

5 YEARS AGO WE USED OUR PHONES FOR...



calling



texting



emailing

AND THAT WAS ABOUT IT.

now, we use them for
EVERYTHING*

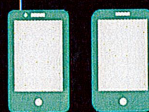
LIKE A TON OF APPS...

792

MOBILE APPS



DOWNLOADED
PER SECOND



AND A WHOLE LOT OF STREAMING...



AND WE CAN'T STOP SHARING...



* LITERALLY EVERYTHING

With every new device, we see an
INCREASE
in mobile data traffic usage



WITHOUT MORE SPECTRUM

WIRELESS USERS WILL EXPERIENCE
LONGER DOWNLOADS, HIGHER COSTS & CONGESTED NETWORKS

SOLUTION: GOVERNMENT NEEDS TO MAKE MORE SPECTRUM AVAILABLE **NOW**

LEARN MORE ABOUT ENSURING YOUR MOBILE FUTURE
VISIT: [HTTP://MOBILEFUTURE.ORG/SPECTRUM](http://mobilefuture.org/spectrum)